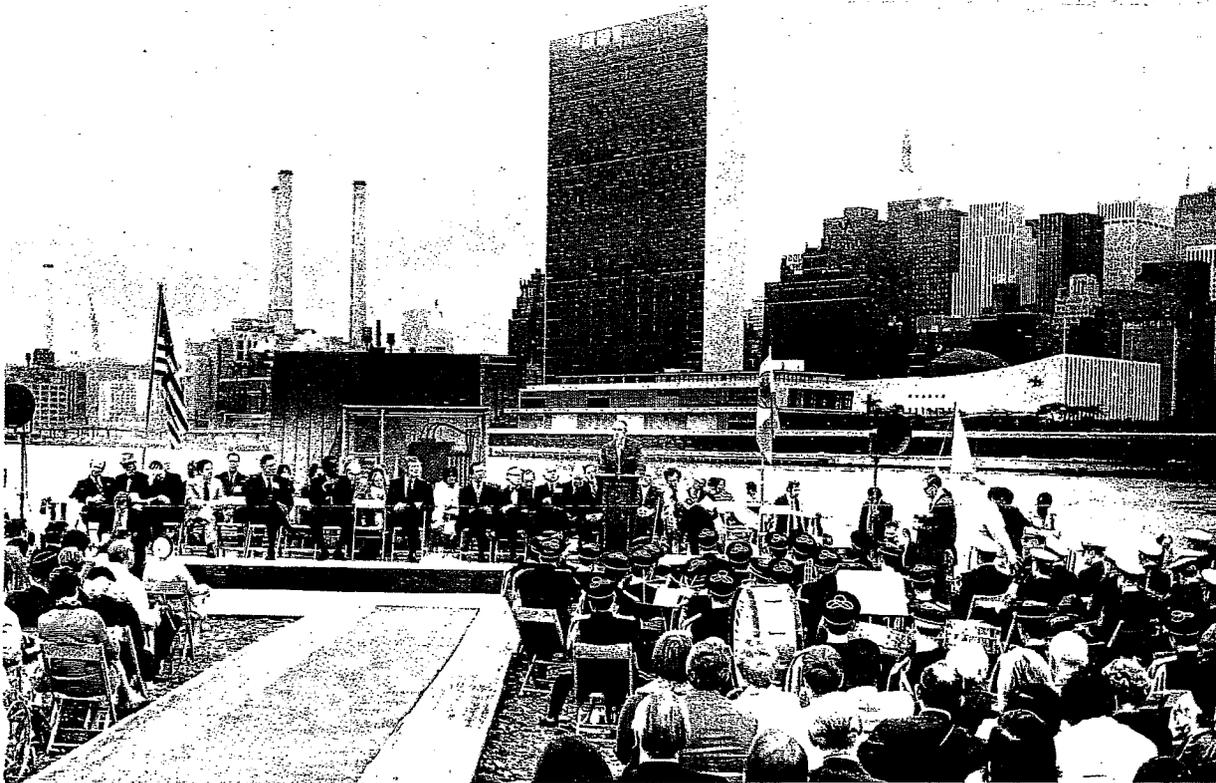




MAIN STREET

The newspaper on Roosevelt Island.



A LIVING MONUMENT. With the United Nations buildings looming 400 yards away across the East River, former New York Governor W. Averell Harriman, Chairman of the Roosevelt Island Day Com-

mittee, addresses the assembled guests at the dedication ceremony. The ceremony site will be the site of a park dedicated to the memory of the late President.

Roosevelt Island Dedicated

With the United Nations and the New York City skyline looming in the background, Mayor John Lindsay officially dedicated Roosevelt Island at ceremonies held at the Island September 24th.

Close to 750 people, including many members of the Roosevelt family, went by boat from Gracie Mansion in Manhattan to the Island, and then by special bus to the dedication site at the Island's southern tip. That southern tip will soon be the site of another of the Island's many parks, this one to include a monument to President Franklin D. Roosevelt.

Following introductions of many of the guests and members of the Honorary Franklin D. Roosevelt Island Day Committee by Commissioner Curley of the New York City Department of Public Events, and an invocation by Rabbi Bruce Cole of the Roosevelt Island Ecumenical Committee, the program was turned over to the Mayor. In his address, the Mayor said that those present could see evidence of the late President's achievements "all around us." He pointed to the United Nations on Manhattan's

east side and called it "a continuing testimony to F. D. R.'s foresight, wisdom and concern for mankind." The Mayor also said that the city owed much to the entire Roosevelt family, since Roosevelts have been living in the New York City area since 1649.

To make everything official, the Mayor presented a city proclamation proclaiming the day "Franklin D. Roosevelt Day" to former New York Governor W. Averell Harriman, the Chairman of the FDR Day Committee, and to the members of the late President's family who attended the ceremonies. Mayor Lindsay also presented a bronze plaque officially dedicating the Island to the memory of President Roosevelt to Mr. Benno C. Schmidt, Chairman of the Board of Directors of the Roosevelt Island Development Corporation. The plaque will be attached to the Roosevelt Island Bridge that links the Island to Queens.

The Mayor also honored three of the distinguished men who have played major roles in the development of Roosevelt Island from an

under-used tract of land in the East River to what will soon be a New Town. New York City Diamond Jubilee Awards were presented to Mr. Schmidt, Philip Johnson, architect of the Roosevelt Island Master Plan, and Edward J. Logue, President and Chief Executive Officer of the New York State Urban Development Corporation. Mr. Schmidt chaired the original committee that had been appointed by Mayor Lindsay to explore ways the city could best use the Island. Mr. Johnson, of the architectural firm of Johnson Burgee Associates, adopted the recommendations of the Committee to a detailed plan for development of the Island. Mr. Logue, as head of the UDC, was one of the motivating forces behind the entire Island project. The Mayor also expressed his appreciation to City Councilman Carter Burden of Manhattan, who introduced the bill in the City Council that changed the Island's name to Roosevelt Island.

Arthur Schlesinger, Jr., historian and member of the Roosevelt Island Day Committee, and Ver-

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Green Light for Tramway

The aerial tramway between Roosevelt Island and Manhattan was approved by the City's Board of Estimate in October, after several months of study of the possible routes proposed by the Roosevelt Island Development Corp. East 59th and East 60th Streets were offered as alternate routes for the Manhattan leg of the tramway, with the Board finally approving East 60th Street.

According to Robert M. Litke, Executive Vice President of the Roosevelt Island Development Corp., it was realized that some other means of transportation between the island and Manhattan would be needed when it became known that the subway link from Manhattan to Queens, that would put a station on the island, would not be finished until 1980 or 1981. Mr. Litke went on to say that other links to Manhattan were considered and determined as not feasible, including ferry service and increased bus routes. In the end, it was agreed that a tramway link, something new in transportation not only in New York City but nationally would best serve the interests of the New Town's residents wanting a quick trip from their new home to Manhattan.

A Swiss company that has constructed tramways throughout the world was brought in to consult on the project. Design and planning

stages for the tramway are already underway, and Mr. Litke said construction is anticipated to start this spring.

The electrically-powered tramway will have two cars, each capable of carrying up to 125 people. An attendant will ride in each car during the 3 minute trip between the terminal on Roosevelt Island and its Manhattan counterpart on Second Avenue and East 60th Street. The cars will be supported by two cables, and a separate cable will pull the cars over the tramway route. As an additional safety feature, there will be an emergency generator to supply power to the tramway in case of a blackout. Other safety features that have been incorporated into the design of the system will make it one of the safest aerial conveyances of its type in the world.

The unique aerial link will have three towers supporting the cables between Roosevelt Island and Manhattan. Two of the towers will be on Manhattan, and the third on the island.

The tramway terminal in Manhattan will be the smaller of the two terminals, and will link with buses. The Second Avenue location is also close to existing East Side subways. This close proximity will permit Roosevelt Island residents working in Manhattan to have easy access to all

of the business and shopping districts on the fashionable East Side.

The Roosevelt Island terminal will be larger because it will house the electric drive machinery for the system. The fact that it is run on electricity will keep it in line with the Roosevelt Island Development Corporation's goal of keeping pollution-causing devices on the island to a minimum.

On the Roosevelt Island side, electric minibuses which will provide free transportation to all island residents, will transport tramway passengers to their destinations on the island.

The tramway will doubtless prove to be an important link between the New Town and Manhattan. It will only take the tramway cars, which will move at a maximum speed of 1,200 feet per minute, about 3 minutes to cross the West Channel of the East River going to the island.

Aside from its most practical uses as a speedy means of transportation for Roosevelt Island residents the tramway will afford beautiful views on both sides of the river as it glides along its path.

The fare will be the same as public transportation.

Dedication...

(Continued from Page 1)
 non E. Jordan, Jr., Executive Director of the National Urban League, addressed those gathered at the dedication ceremonies.

Mr. Joseph Robinson, President of the Four Freedoms Foundation, presented a study model of the FDR Memorial designed by Louis Kahn to the Roosevelt Family. Franklin D. Roosevelt, Jr., accepted the model on behalf of the family. The design for the monument is not yet finalized, but when it is completed, as Franklin Roosevelt, Jr. pointed out, it will overlook the United Nations, one of the late President's best known accomplishments.

As the festivities drew to a close, the members of the audience were again shuttled through the center of the island's developing New Town to the boat dock for the trip across the river to Gracie Mansion. Members of the Roosevelt family all seemed very pleased by the day's events, and were happy that a lasting memorial to the late President—the first major FDR Memorial in the country—would stand here, in the midst of the newest and most innovative community in the city he loved so much.

More photos of the dedication appear on page three of this issue.

A Special Message to Special Women

We have a challenge for women who are tired of being typed. Women who aren't just ordinary, or the volunteer worker, or the ex-career girl. Women who are making the world move, and are moving with it.

The challenge: a \$400 million new town in New York. Manhattan's Other Island, 400 yards east of Sutton Place. Roosevelt Island.

We need women to interest people in a beautiful living environment on a prize piece of real estate. Women with the talent for talking with people and

the desire to get involved in a business to be proud of.

We're opening an Information and Exhibition Pavilion at 50th Street between Madison and Fifth, adjacent to Saks Fifth Avenue, and across from St. Patrick's Cathedral. The work will be enjoyable and rewarding. The company will be stimulating. And the hours and days will be yours to establish.

It's a challenge. If you think you'd like to meet it,

call:

Mrs. Virginia Fried
 (212) 421-1111
 20 East 50th Street
 New York, N.Y. 10022

Information Pavilion to Open Soon

Only 400 yards east of Sutton Place, a unique new community is being developed. It boasts a new mode of transportation, thoroughly modern conveniences, and beautifully designed apartments. You can find out all about it at the new Roosevelt Island Exhibition and Information Pavilion.

The Pavilion, at 20 East 50th Street, between Fifth and Madison Avenues (opposite St. Patrick's Cathedral and adjacent to Saks 5th Ave.) will tell the story of Manhattan's Other Island in interesting and informative exhibits when it opens in mid-December.

Roosevelt Island's lifestyle will be new and exciting. At the Pavilion, slide presentations, photographs, drawings and literature will explain the community. There you'll find out about the innovative mini-school concept designed for the children of island residents; you'll learn the full story of Roosevelt Island's acres of parkland and

sports facilities, its shopping, its recreation, its pollution-controlled environment.

A special feature at the Pavilion will be a scale model of the new concept in urban mass transportation that is being pioneered at Roosevelt Island: the graceful aerial tramway. At the touch of a button, you'll be able to send the model's miniature tramway cars on their 400 yard trip across the East River. Transportation on the island itself, featuring electrically-powered minibuses, will also be explained.

The oldest farmhouse still standing in New York is on Roosevelt Island. The Pavilion will give you a glimpse of the numerous historical sites and landmarks that are being preserved as part of the island's development. Drawings and photographs of many of the landmark buildings as they will be restored will be part of the historic exhibit.

Displays of the different housing complexes on

Roosevelt Island and examples of the varied apartment floor plans will occupy a major place in the Exhibition and Information Pavilion.

In addition to all this, the Pavilion will have an 18 foot scale model of the entire island, so that you can get a better perspective of its development. There will also be a three-screen visual presentation of scenes of Roosevelt Island and its lifestyle. All in all, the Roosevelt Island Exhibition and Information Pavilion at 20 East 50th Street in Manhattan will offer you a full picture of life and living on Manhattan's Other Island.

Visiting the Pavilion will be an experience you won't want to miss. Just fill out the coupon on Page 4 of this edition of *Main Street*, send it to us and we'll send you an invitation to visit the Roosevelt Island Exhibition and Information Pavilion when it comes.



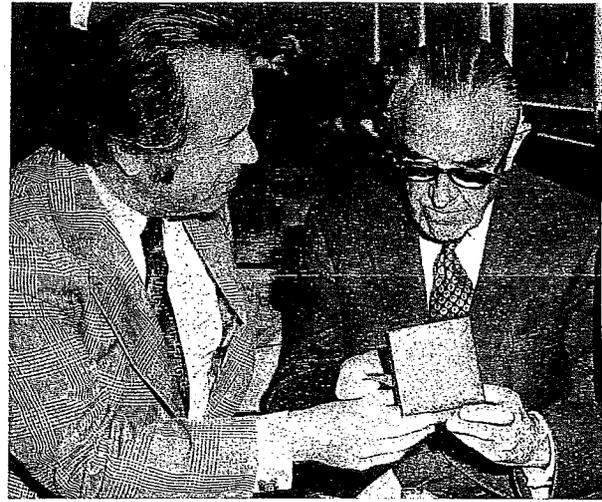
NEW TOWN IN FOCUS. As the Circle Line boat nears Roosevelt Island on its trip from Gracie Mansion, television film cameras focus on the progress of construction on the island.



A HELPING HAND. Mayor Lindsay and a Circle Line employee give a helping hand to a guest as the boat docks at the Roosevelt Island landing.



MARKING THE BRIDGE. Mayor Lindsay and Benno C. Schmidt display the bronze plaque that will be permanently attached to the bridge linking the Island with Queens.



MEMORIAL AWARD. Jerome Belson (left), President of Apartment Development And Management Inc., Sales and Rental Agents for Roosevelt Island, presents an FDR Memorial Medal to former New York Governor W. Averell Harriman, Chairman of the Roosevelt Island Day Committee.



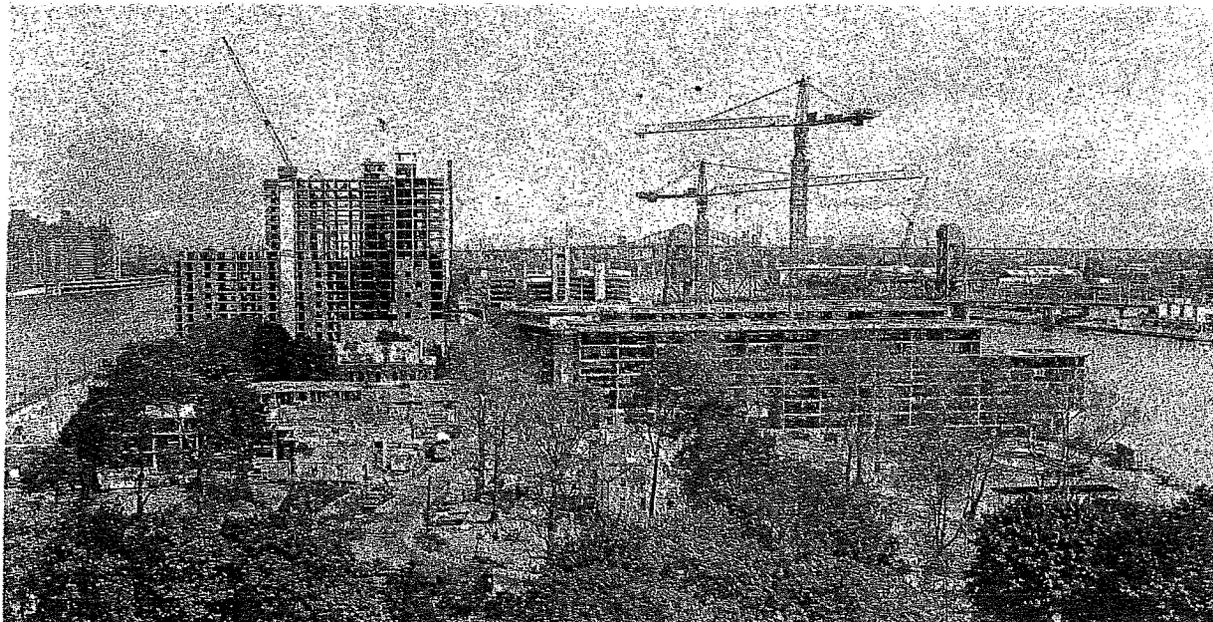
DEVELOPERS AWARDED. Mayor Lindsay presents the City's Diamond Jubilee Medals to Alton G. Marshall (left), Chairman of the Board of Directors of the New York State Urban Development Corp., accepting the award for Edward J. Logue, President of the U.D.C., and Benno C. Schmidt (third from left), Chairman of the Board of Directors of the Roosevelt Island Development Corp. Lewis Rudin (second from left), Chairman of the Association for a Better New York, looks on.



PROCLAMATION MADE. Mayor Lindsay presents the official City Proclamation proclaiming the dedication day September 24, 1973, as Roosevelt Island Day to (left to right) John, Anna, James and Franklin D. Roosevelt, Jr., and Hon. Averell Harriman, Chairman of the Roosevelt Island Day Committee.



CO-OP GOING UP. A cooperative apartment complex with magnificent views of Manhattan's East Side, is being constructed on the island's west side just south of the Motorgate parking facility. The street in the center of the picture is Main Street. It will be the central spine of the New Town development when it is completed.



NORTHERN PANORAMA. A panoramic view of continuing construction at the northern end of Roosevelt Island. The two major complexes under construction in this photograph are a cooperative at Roosevelt Island (left) and a rental (right). In back of the rental is the multi-level Motorgate parking facility, located right off the Roosevelt Island Bridge. In the right foreground is the Blackwell House, the oldest farmhouse still standing in New York, which is being restored to its original simple beauty. In times past, it served as the home of the island's original English owners.

I am interested in being kept informed of the progress of Manhattan's Other Island. Please put my name on your mailing list and send me an invitation for the Pavilion's Opening.

Name _____

Address _____ Zip _____

I think some of my friends would also be interested in learning more about Roosevelt Island.

Name _____

Address _____ Zip _____

Name _____

Address _____ Zip _____